

Figure 1

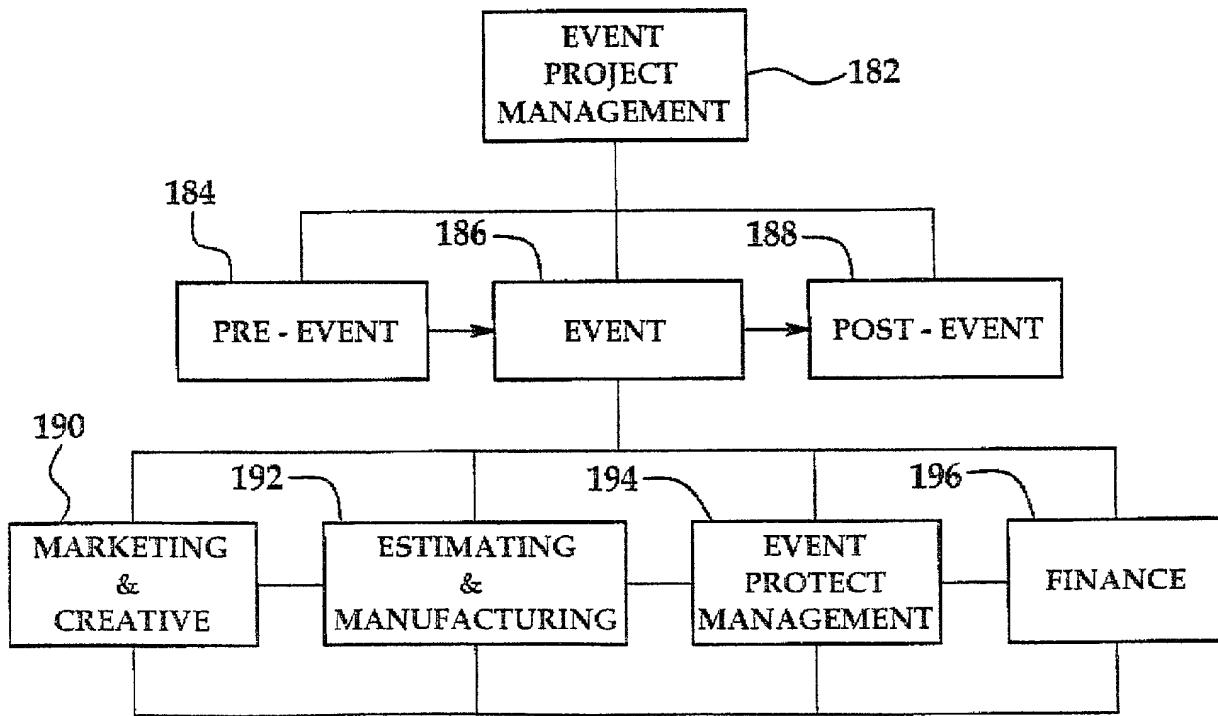


Figure 4

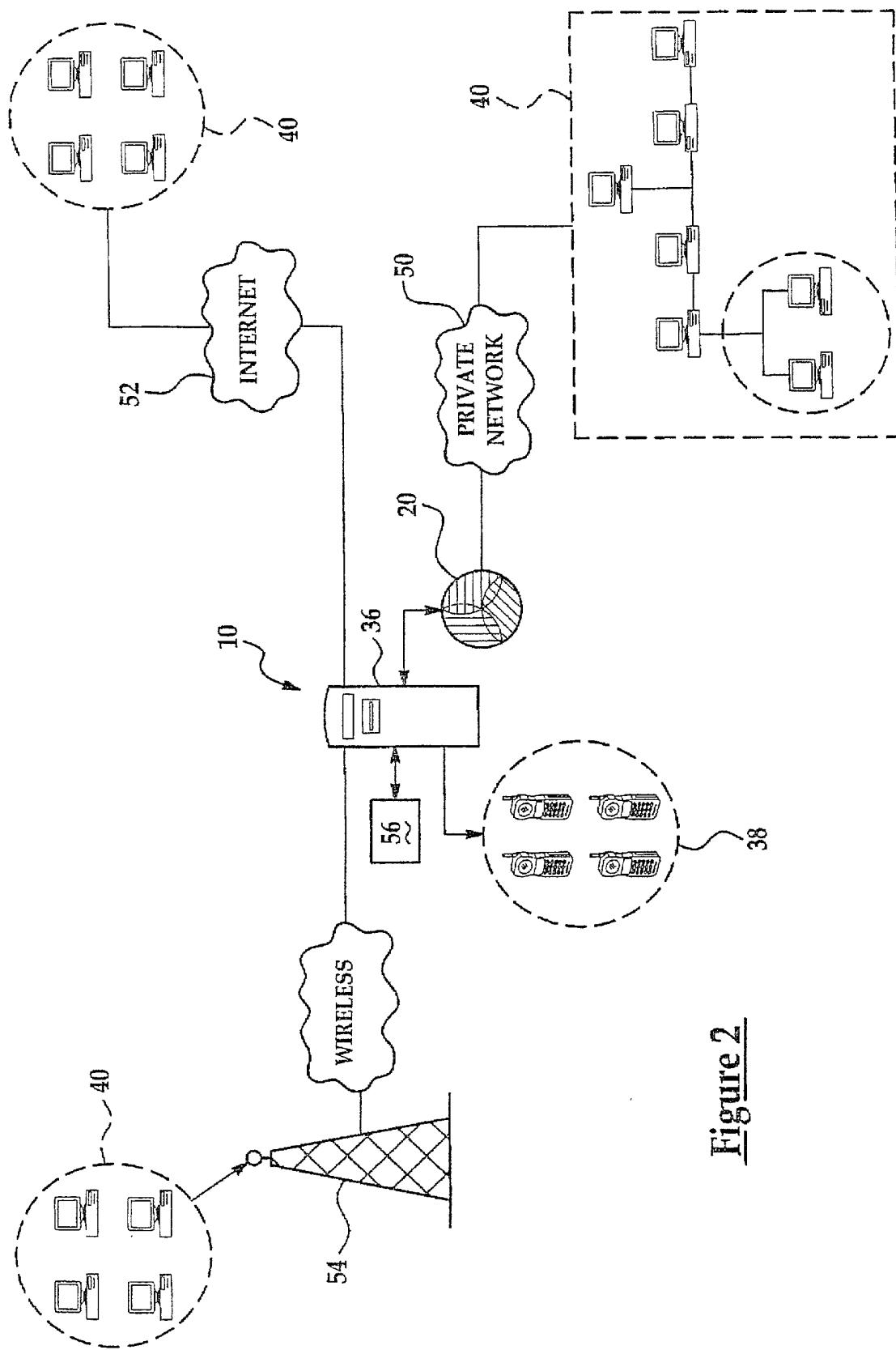
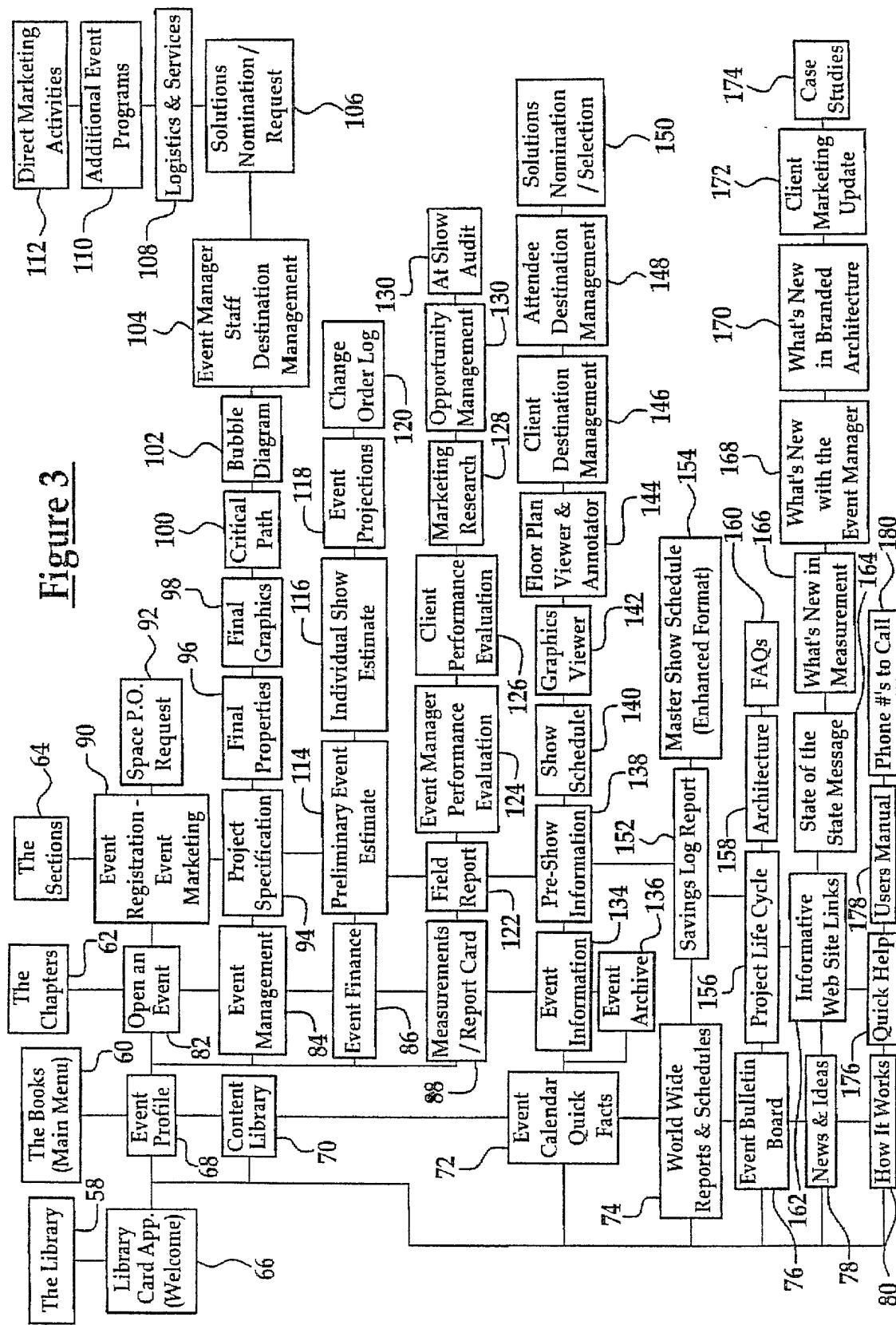


Figure 2



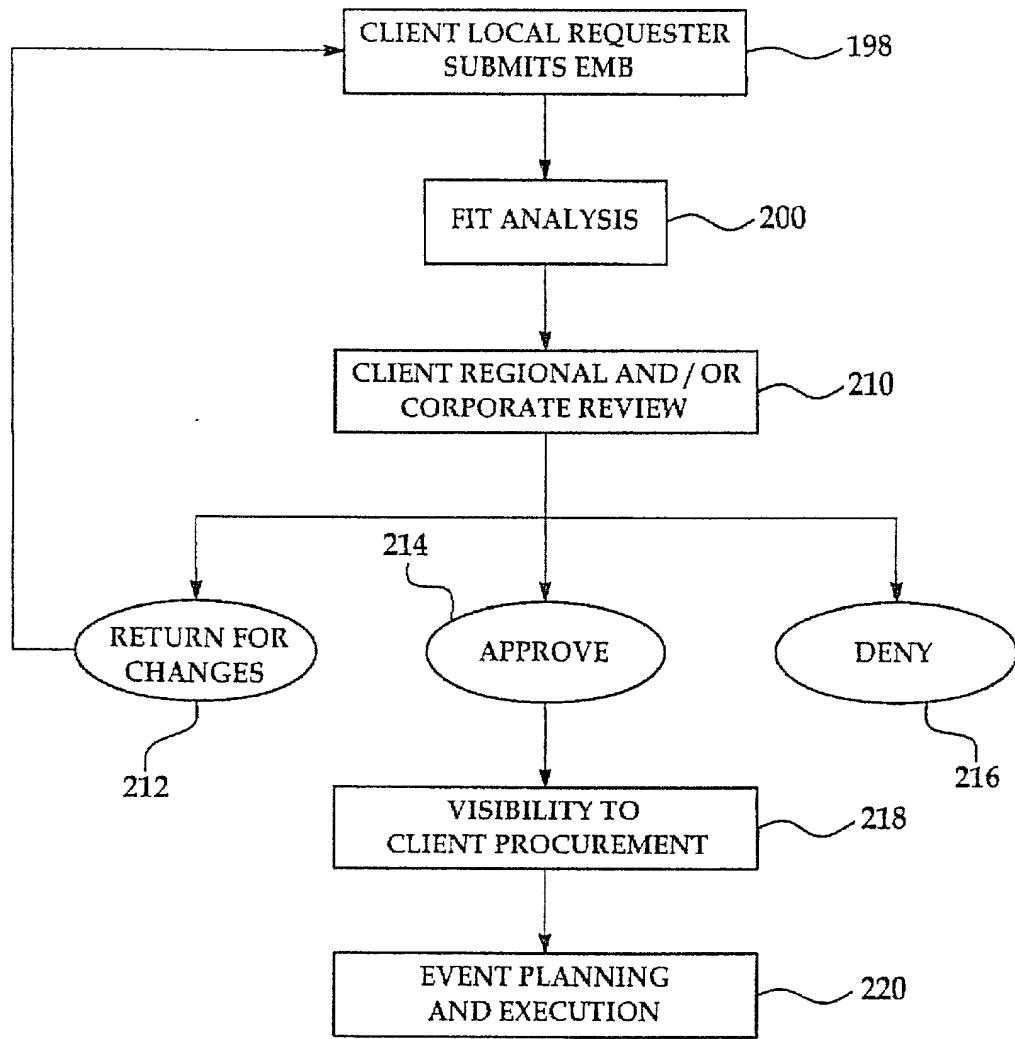


Figure 5

Figure 6

File Edit View Insert Tools Help

Address: <http://server1/Demo/10Oct09/CGIFrameSet/OpenFrame1H>

Edi Close

General Event Information	
Event Name	Event Start Date
Netscape Testing 1114 11:33	
Event End Date	Dec 15, 2010
Geographic Area	Product Line
North America	
United States	Pages
Country	Business
Your Company's	
Participation	Business
Estimated Attendees	
Requester	Marge K.
Internal E-mail	mkramer@2184752.com
Phone Number	218 475 2100
Manager	Laura H.
Event Manager	
CGI Show Code	9393
Show Year	2011
Client Code	M1655
General Event Info	
Marketing Brief	236
Budget / Estimates	238
Space :	
Fector/Moren	Fret
Total Event Estimate	
(\$ in US Dollars, should include Space Estimate)	
Estimate	
Enter estimate in U.S. Dollars in whatever detail you have	
Description	Total Estimate
Comments	
Funding Sources	
Space	Total Event Budget in Dollars (United States)
Sponsorships	0
Other	
Note that the sum of these estimates will not necessarily equal the Total Event Estimate from above	

File Edit View Insert Tools Help

Address: <http://server1/Demo/10Oct09/CGIFrameSet/OpenFrame1H>

Edi Close

Marketing Brief	
General Event Info	240
Marketing plan	
Budget / Estimates	242
Target Audience	
Ideal customer(s) ?	
What are they looking for ?	
What should they know about your company ?	
Event Audience : Please provide third party research such as a show audit	
What is the audience demographic for this event ?	
What are they looking for ?	
What is the source of the data ?	
Primary objectives	
What are your event objectives and how will you measure them ?	
Objective 1: Measurement	
Objective 2: Measurement	
Objective 3: Measurement	

Figure 7

## EVENT MARKETING BRIEF ( EMB )

**246**

General Introduction

Care Studies

All Planning Tool Types

- ▼ General Introduction
- Contacts
- Introduction
- The Event Marketing Brief
- The Event Process

▼ Case Studies

    Introduction

    Coverage Model Show Types

    C Level

    Introduction

▼ Business Theater Introduction

    Introduction

    Branded Architecture

    Brand Theater

    Introduction

All Planning Tool Documents

**248**

General Introduction

    Introduction

    Business Theater

    Branded Architecture

    All Documents

**250**

Event Workspace

Event Related

    By Event

    By Category

Topic

▼ Change Order Log

- ▼ SuperComm 2001
- Change Order Log Posted On 11/16/2000 Change Order Log (Global LINKS Administrator)

General Information:

By Topic

    By Category

Floor Plan

▼ GSM World Congress

- Floor Plan Posted On 11/16/2000 Photos (Global LINKS Administrator)

▼ Meeting Notes

    ▼ CommunAsia

- Meeting Notes Posted On 11/16/2000 Meeting Minutes from 'Icadav's meeting (Global LINKS Administrator)

▼ Message Plan

    ▼ Wireless IT

- Message Plan Posted On 11/16/2000 Message Plan (Global LINKS Administrator)

**251**

Event Workspace

Event Related

    By Event

    By Category

Topic

▼ Change Order Log

- ▼ SuperComm 2001
- Change Order Log Posted On 11/16/2000 Change Order Log (Global LINKS Administrator)

General Information:

By Topic

    By Category

Floor Plan

▼ GSM World Congress

- Floor Plan Posted On 11/16/2000 Photos (Global LINKS Administrator)

▼ Meeting Notes

    ▼ CommunAsia

- Meeting Notes Posted On 11/16/2000 Meeting Minutes from 'Icadav's meeting (Global LINKS Administrator)

▼ Message Plan

    ▼ Wireless IT

- Message Plan Posted On 11/16/2000 Message Plan (Global LINKS Administrator)

# CAMPAIGN PLANNING TOOL

# EVENT WORKSPACE

# SPACE COST REPORT

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<div style="text-align: center; margin

## INVENTORY

Figure 9

252

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262

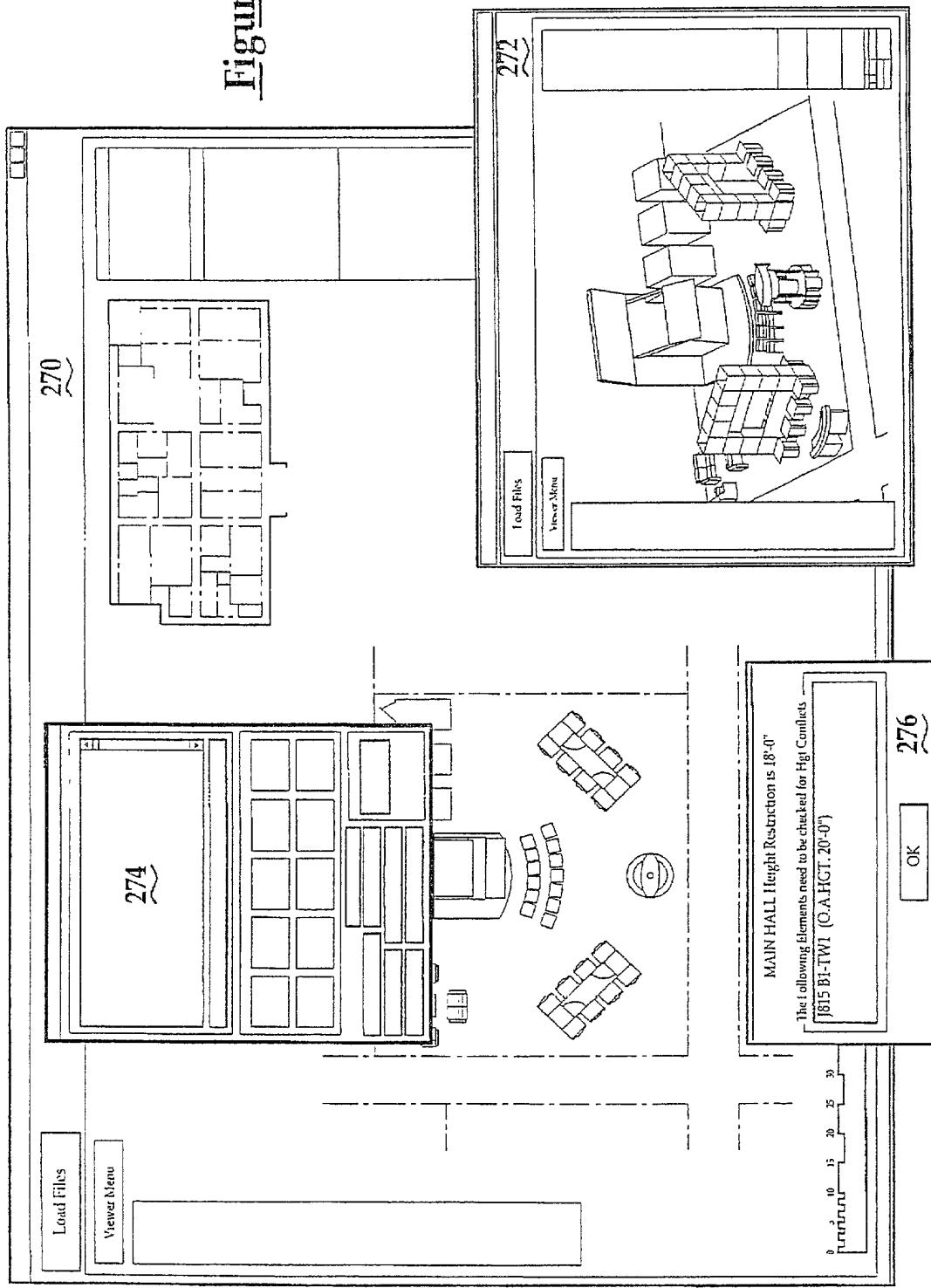
264

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268

Figure 9

Figure 10



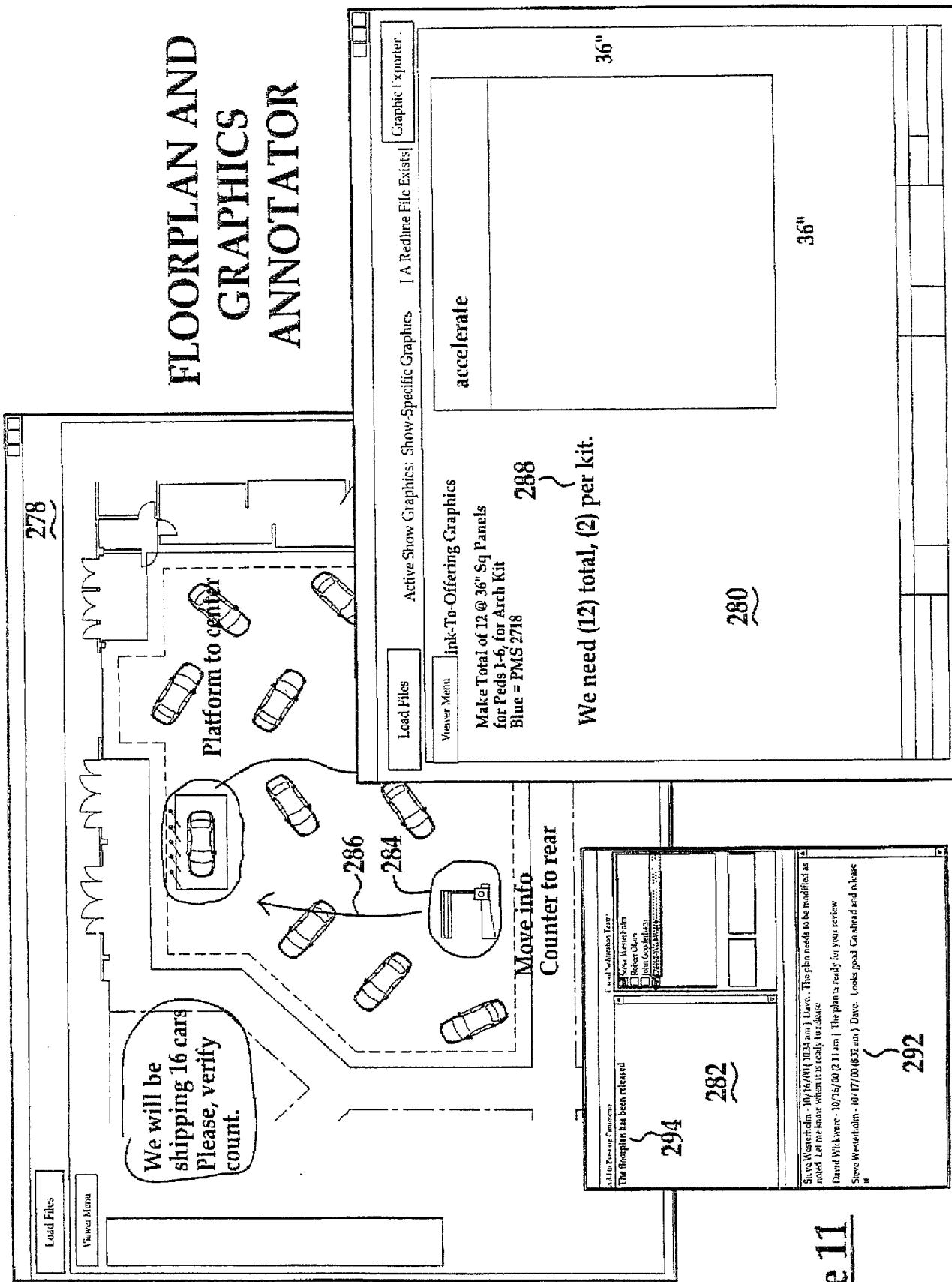


Figure 11

## **SUPERVISOR SCHEDULING**

Figure 12

MASTER SHOW SCHEDULE		KIT / ELEMENT SCHEDULE	
308	310	312	313
<p>Quick Pick</p> <p>Quick Pick Schedule (North America)</p> <p>1st Product Line Selection by Standard</p> <p>1st Quarter      2nd Quarter      3rd Quarter      4th Quarter</p> <p>200</p> <p>With Some Detailed Line</p>		<p>Quick Pick</p> <p>Quick Pick Schedule (North America)</p> <p>1st Product Line Selection by Standard</p> <p>1st Quarter      2nd Quarter      3rd Quarter      4th Quarter</p> <p>200</p> <p>With Some Detailed Line</p>	

Figure 13

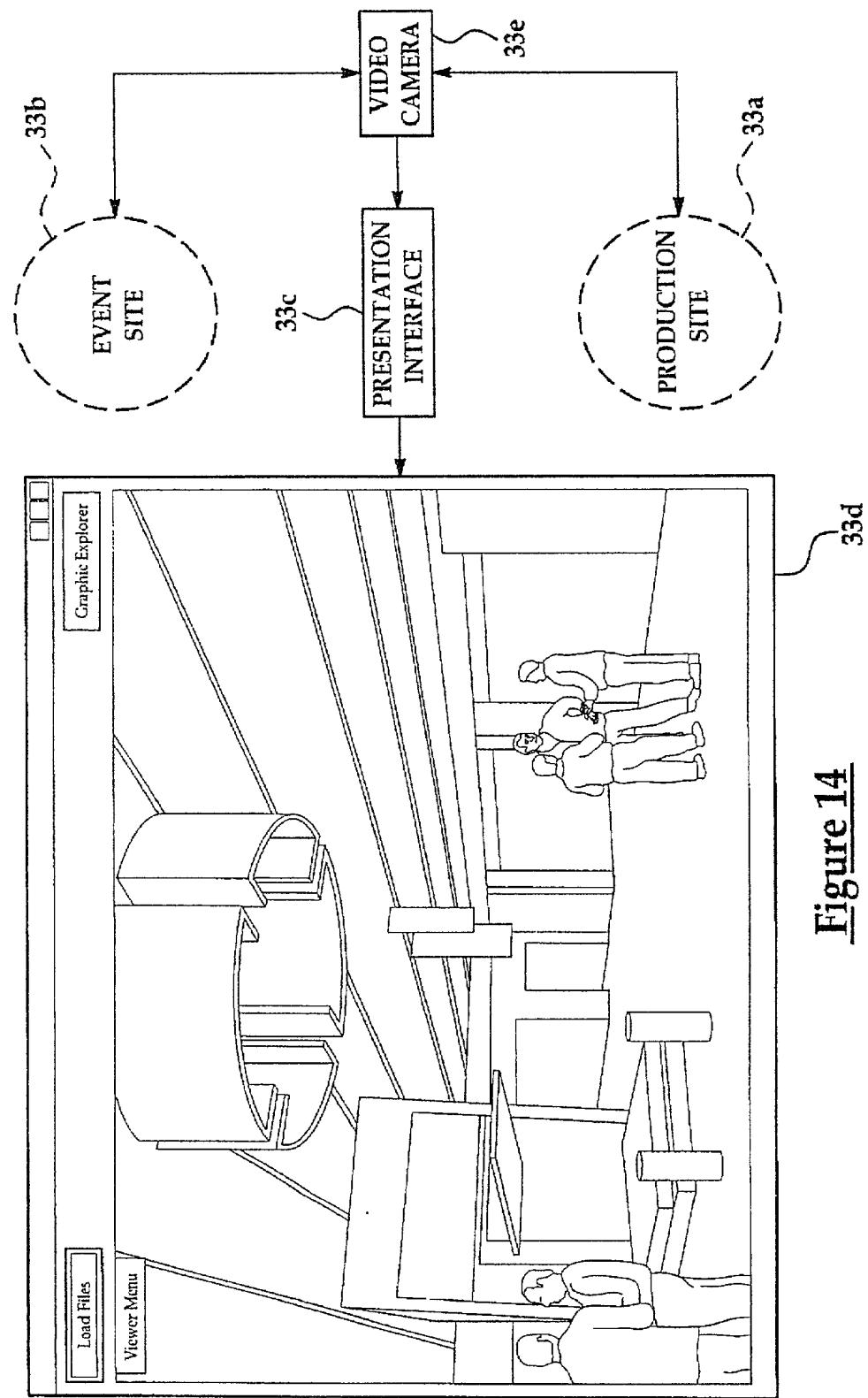
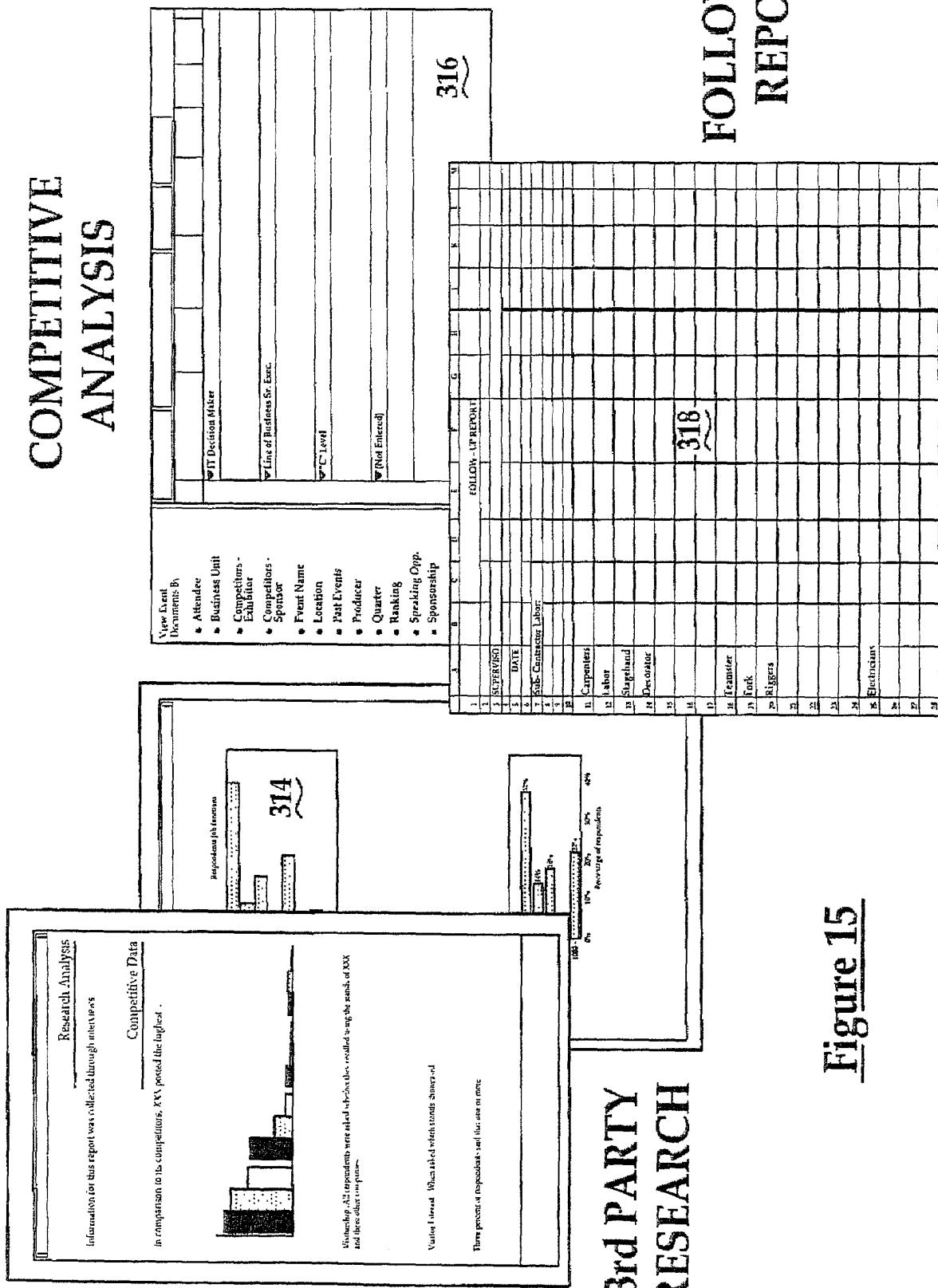
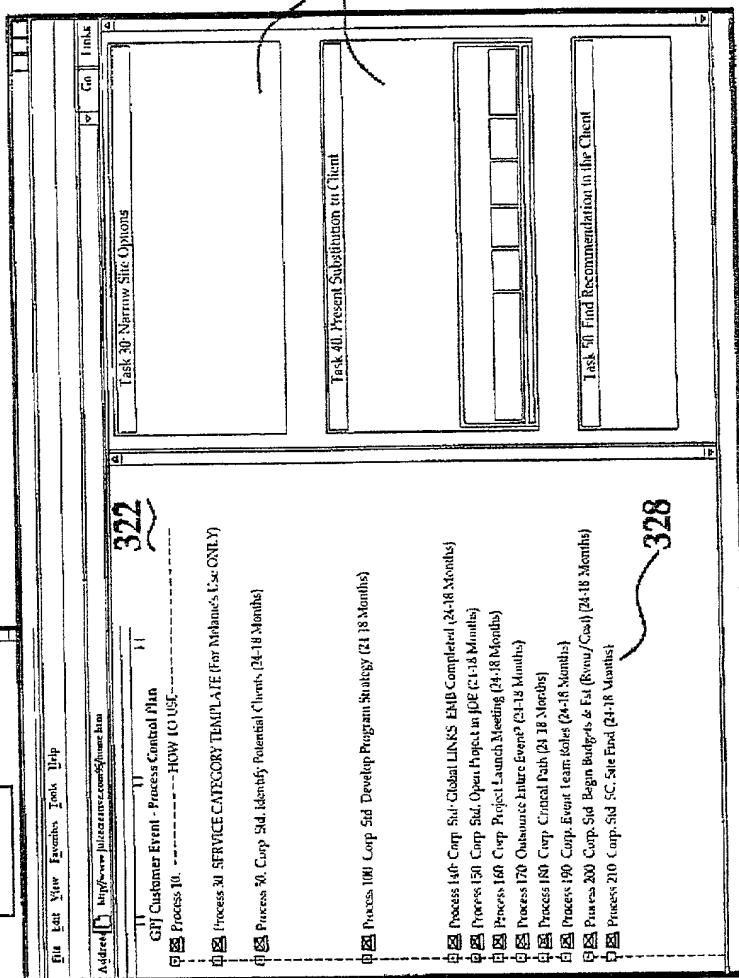
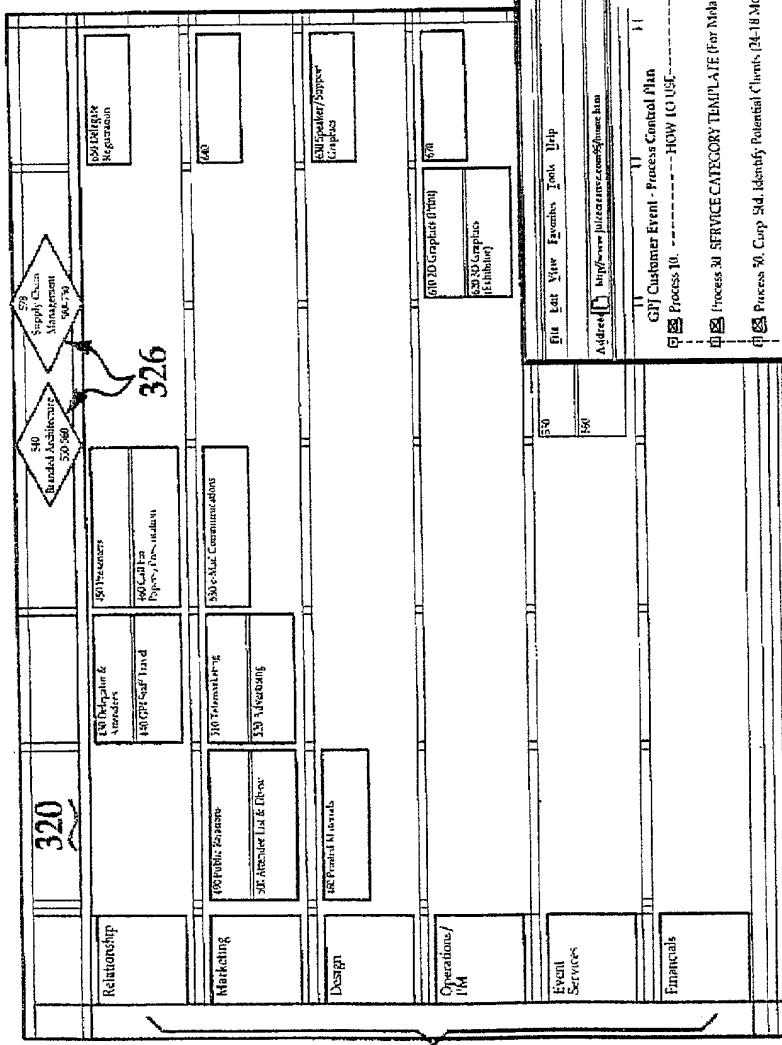


Figure 14

# COMPETITIVE ANALYSIS





## SWIM LANE CHART

Figure 16